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Modernize Field Data Collection with Esri's Survey123 for ArcGIS® and Spike

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Our Vision for Spike

A mega-trend has emerged whereby professionals are seeking to use their smartphone or tablet in more than just a personal context.

In our view, for measurement products, this has translated to:

- An expectation that measurement tools are intuitive to use, are accessible to all the people that need them, and that data can plug into wider mobile applications.
- Businesses and professionals are seeking to leverage the investment they've already made into mobility, taking a modular and multi-tool approach.
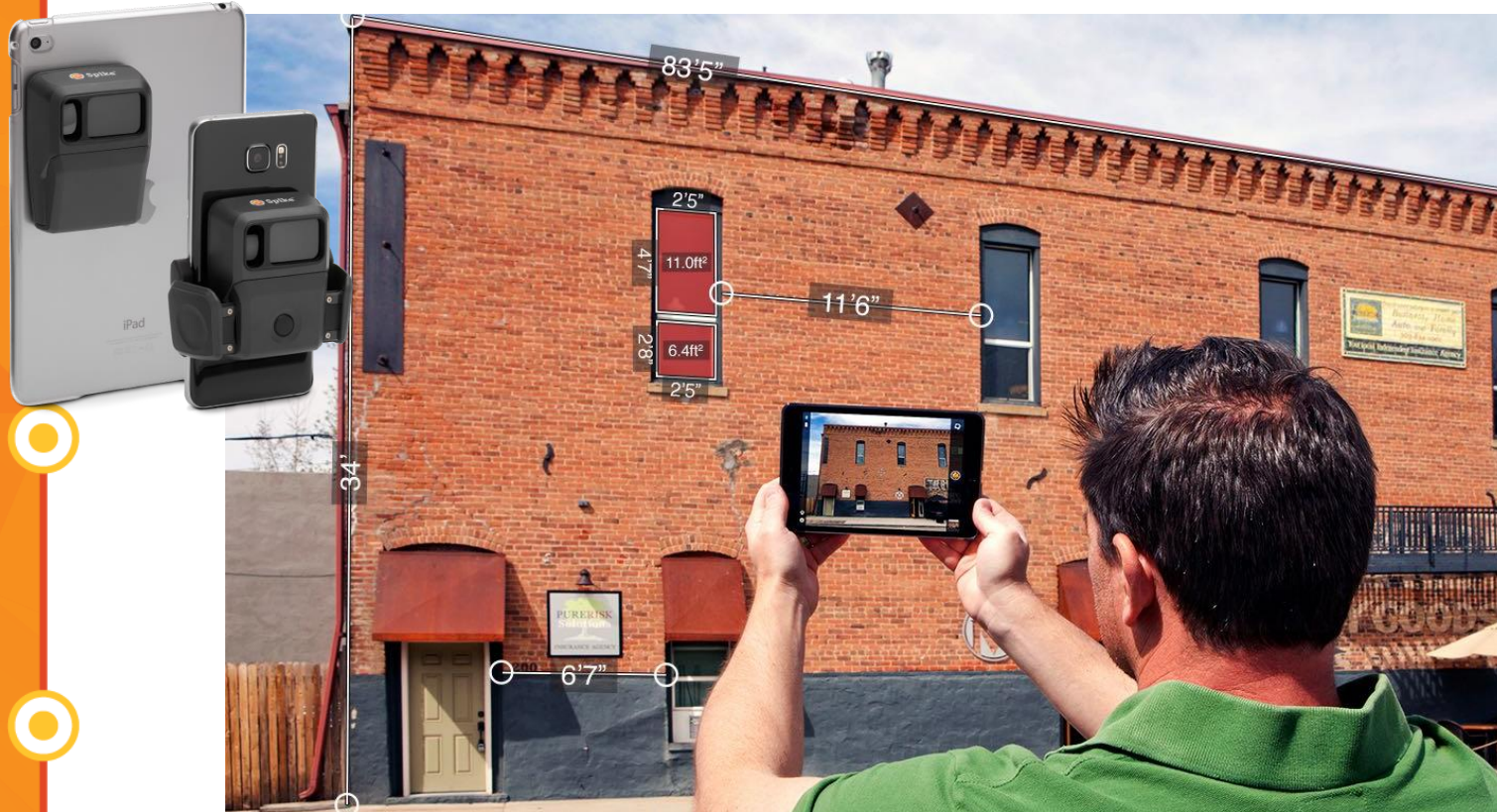
Our vision for Spike was to deliver unique measuring capability and to make the system simple to use and accessible to any field worker:

- Taking complex measurements shouldn't necessarily require complicated tools. <u>In fact, it should be as easy as using your smartphone.</u>
- There should be a way to augment the power of a smartphone and tablet, not an attempt to replicate it.

Today, ikeGPS' mobile products are relied upon every day by tens of thousands of businesses across construction, contractor, engineering, appraisals, asset management, facility management, real estate, government & defense, and other industries.

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Bringing measurements and GPS location within reach for millions of new users – simply by taking a photo!

Spike is an Award-Winning Solution for Measuring Objects and Collecting GPS Location from a Distance

Survey123 and Spike Integration

An integration to provide Esri and ikeGPS customers with a combined toolset that will boost field data capture productivity.

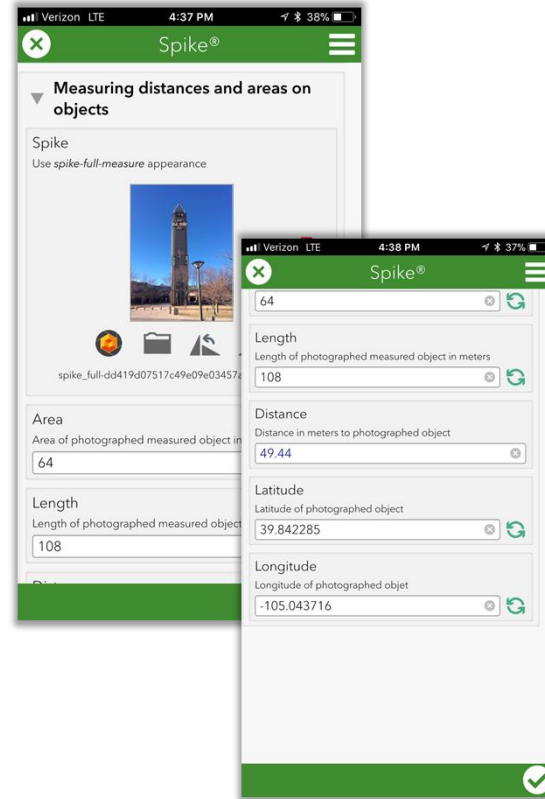# Spike & Survey123 Solution Overview

Spike

Survey123

Spike by ikeGPS

Spike laser:

- Robust and lightweight device that attaches to your smartphone or tablet.
- Connects via Bluetooth to the Spike app
- Accurately measures distances to remote objects

Spike app:

- Available for free in the Google Play and Apple app stores
- Allows users to capture measurements through photographs

Spike has unique & impactful measurement capabilities
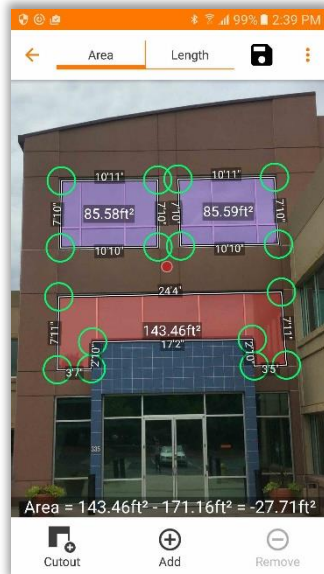## Accessible to any field user that can use a smartphone

#1 Target Distance &
#2 Target Location

- Capture your distance to the target when taking the photo & GPS location of mobile device & target
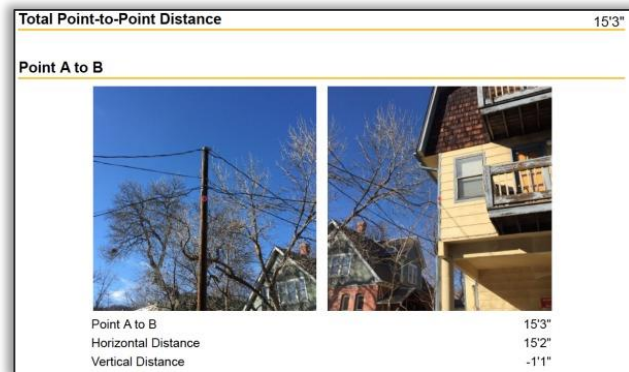
#3 Photo Measure

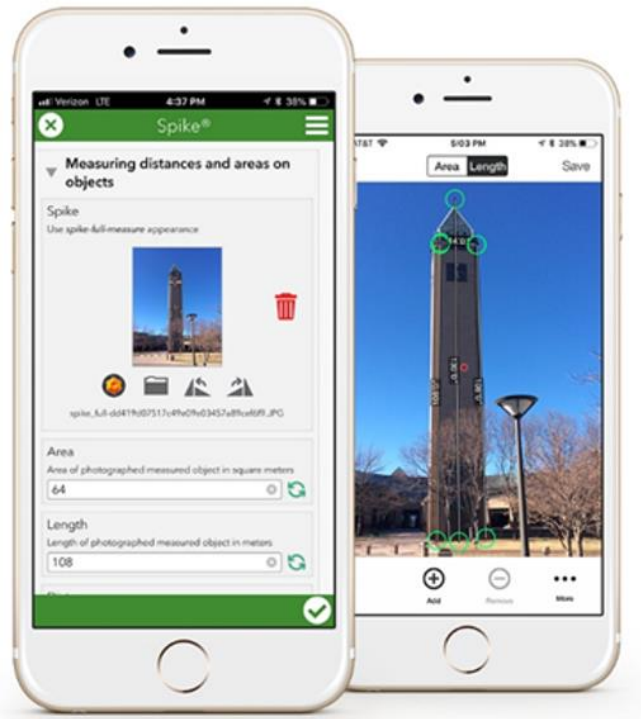- Area and linear measurements on the same plane
- +/- 1% accuracy

#4 Point-to-Point

- Measuring the distance between two objects not on the same plane
- +/- 3% accuracy

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Survey123 for ArcGIS by Esri

Survey123 app:

- Intuitive smart-form based data collection mobile app
- Available in the Google Play and Apple app stores
- Supports integration with Spike, allowing users to easily associate Spike measurements with GIS features.
- Tap, snap and measure!

Snap…

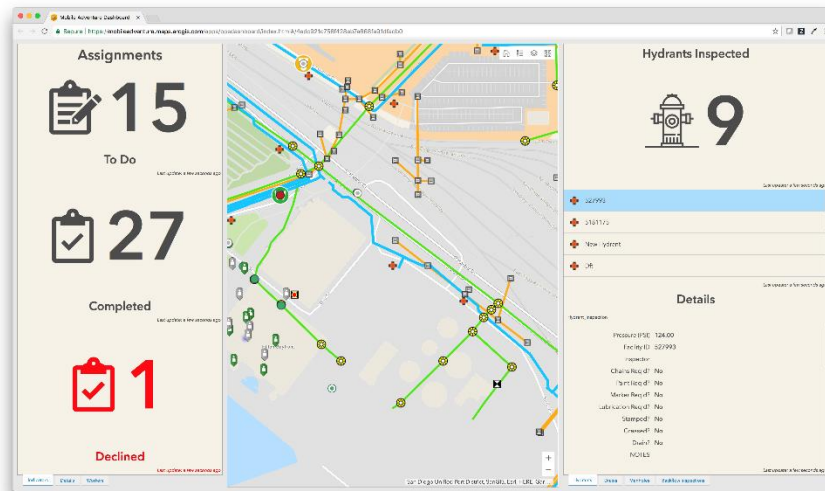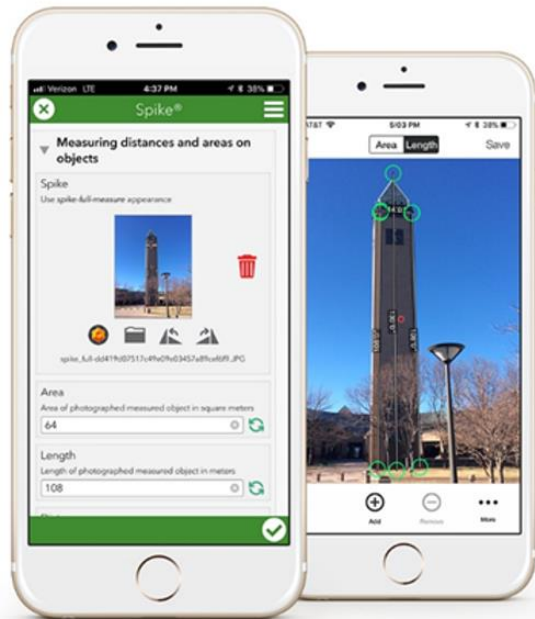Point the laser at the object of interest and take a photo

Measure…

Measure lengths and areas

…bring measurements directly into ArcGIS

Spike measurements and photo stored as GIS attributes

…submit into ArcGIS

Tap, snap, measure…

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DEMO

Spike has broad application and proof points across many industries, making it a great product addition for partners & distributers with a wide base of customers who need to measure every day.

Top Users

For the inspection, assessment and reporting of features using your own mobile device

1. **Transportation**

2. **Public Works**

3. **Public Safety**

4. **DoD/Intel**

5. **Utilities**

6. **Parks and Rec**

7. **Maintenance**

8. **Assessor**

9. **Housing**

Top Applications

1. **Signage inventory**

2. **Facilities Management & Maintenance**

3. **Asset Management**

4. **Disaster Response**

5. **Bridge inspection**

6. **Right of Way Management**

7. **Urban Tactical Operations**

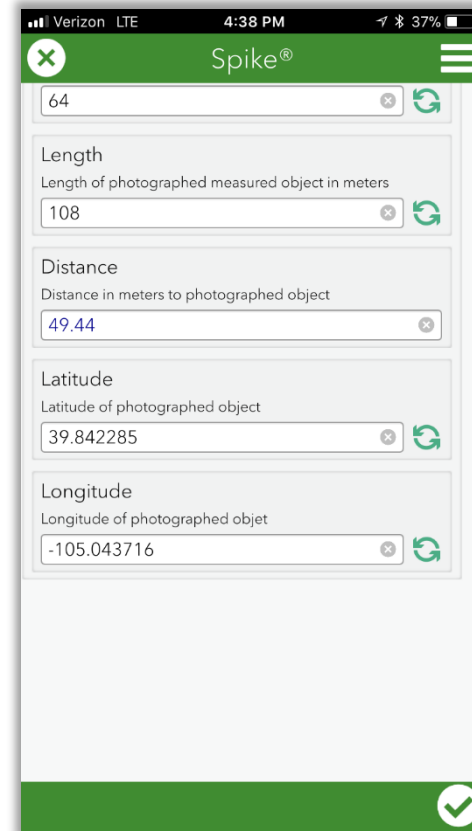8. **Vegetation Management**

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Key Takeaways

- **Spike turns your mobile device into a Geospatial Multi-Tool**
- **A smart GIS needs a Smart Sensor**
- Patented, best in class measurement and GPS location solution
- No other solution or app delivers a 100% contactless photo measurement
- Affordable at $499 USD per Spike
- Typical ROI after 3-5 uses
- Spike is an enhancement to Esri mobile apps: Survey123, Collector and Workforce
- Creates opportunity to bundle and sell with Esri products and other hardware (GPS) solutions

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Key Takeaways (continued)

- Does not compete with other hardware solutions

- Minimal training to use (< 1hr)

- High Customer Satisfaction = Return rate of less than .03%

- Great technical, customer and partner (marketing and sales support)

- Spike app supports 16 different languages including French, Spanish and German

- 30-day money back guarantee

- 2 year hardware warranty

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What's Next?

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